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Retail merchandise trade in  
Saskatchewan, 1941







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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE IN SASKATCHEWAN, 1941  
(Preliminary Report)

Retail sales in Saskatchewan totalled \$178,746,900 through 9,536 stores in 1941 according to preliminary compilations for the Census of Merchandising and Service Establishments. This work formed part of the Decennial Census of 1941 and represents the second complete survey of retail trade to be taken in Canada. The previous census of trading establishments related to the year 1930 when Saskatchewan sales totalled \$189,181,100 so that sales in 1941 were still 6 per cent below the volume of business transacted in the earlier period.

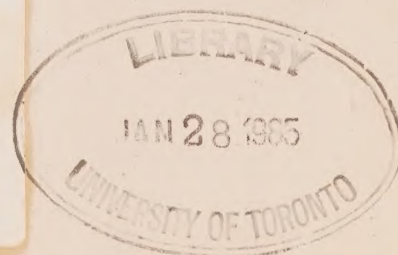
The scope of the 1941 Census of Merchandising varied slightly from that of 1930, figures for the earlier year including certain minor types of business not included in the main tables of the 1941 Census. Exclusion of all figures for these types from the totals for both years reveals an increase of about one per cent in the number of stores in operation while the decrease in the volume of business transacted is reduced to four per cent.

Included in the totals for 1941 were 2,014 stores classified broadly as belonging to the food group and embracing those types of retail outlets such as grocery stores, confectionery stores, meat markets, etc., which deal chiefly although not exclusively in food products. These stores had sales of \$24,663,300 in 1941, down 5 per cent from the corresponding figure for 1930.

Comparisons between the two years for individual kinds of business are distorted in some instances by changes in definition and methods of classification. They are also affected by changes in the nature of the business transacted by certain stores, changes which may occur suddenly or may develop gradually and may require the transference of the stores in question from one kind-of-business classification to another. Changes in number of stores and value of sales between the two census periods for individual lines of business as shown in the accompanying tables must be interpreted in the light of these considerations.

There were 960 grocery stores in Saskatchewan in 1941 and these had sales of \$10,674,200, a decrease of 10 per cent from the volume of business transacted by 725 grocery stores in 1930. There were also 350 stores specializing in the sale of meat products and classified as meat markets in 1941 with sales of \$3,166,100, down 32 per cent from the corresponding figure for 1930. These reductions in the business of specialty, grocery and meat stores were almost offset by a gain of 42 per cent in sales of stores selling both groceries and meats and classified as combination stores. There were 167 such stores with \$7,305,600 sales in 1941 compared with 164 stores and \$5,147,400 sales in 1930. Total sales for grocery stores, meat markets and combination stores together were 2 per cent lower in 1941 than in 1930.

There were 1,899 stores classified as country general stores in Saskatchewan with sales of \$29,053,500 in 1941, down 20 per cent from the volume of business transacted by 1,608 similar stores in 1930. Country general stores are defined as stores selling a general line of merchandise and located in places of less than 2,000 population. Food products are generally sold in these stores but if the sale of such products amounts to as much as 80 per cent of the total business, the store is classified as a grocery store rather than a country general store.





Sales of stores in the general merchandise group totalled \$22,689,800 in 1941, up 6 per cent from the earlier period. This figure includes the sales made by department stores, general merchandise stores and variety stores and it also includes the business transacted by mail-order houses and offices. In this connection it should be noted that the Census of Merchandising is taken on an establishment basis, a separate report being required for each established place of business. Thus mail-order sales are assigned in their entirety to the city or town in which the mail-order office or house is located rather than being spread over the wider territory from which that business was drawn.

There were 1,490 establishments engaged in some branch of the automotive trade and assigned to the automotive group of stores. These had sales of \$34,826,800 in 1941, up 29 per cent over the business transacted by 1,382 establishments in 1930. Included in the 1941 totals were 390 motor vehicle dealers with sales of \$24,854,500, a gain of 33 per cent over the corresponding figure for 1930. There were 754 filling stations with \$6,950,100 sales in 1941 and 292 garages with \$2,454,200 sales. The garages included here are establishments combining repairs with the sale of gas, oil, accessories and equipment but where receipts from repairs and other services amounted to less than one-half the total annual business. When revenue was derived chiefly from repairs and other services the establishment was assigned to the service section of the Census rather than the merchandising.

In the apparel group, there were 369 stores with \$10,100,400 sales in 1941, practically unchanged from the volume of business transacted by this group in 1930. This group may be divided into four main subdivisions men's specialty shops, women's specialty shops, stores dealing in both men's and women's wear and specialty shoe stores. There were 138 stores specializing in men's wear with \$2,475,400 sales in 1941, down 20 per cent from 1930. Women's specialty stores gained 9 per cent in dollar business in the same comparison while family clothing stores were up by 8 per cent. There were 34 shoe stores with \$855,700 sales in 1941, down 5 per cent in volume of business from the \$904,000 transacted by 43 stores in 1930.

The building materials group of establishments had 960 units in 1941 with sales of \$15,897,300, down 30 per cent from the dollar volume of business transacted by 1,276 establishments in this group in 1930. Hardware stores and firms specializing in lumber and other building materials form the two most important classifications in this group. There were 440 stores classified as retail hardware stores for the 1941 Census and these had sales of \$6,556,600, a decline of 26 per cent below the business done by 526 stores in 1930. The hardware trade is one in which a greater number of firms conduct business on both a wholesale and a retail basis than is the average for all lines of business. The change in hardware store business in Saskatchewan may be attributed in some measure to a shift in classification between retail and wholesale trade rather than to an actual change in the volume of business transacted. For Census purposes each establishment is assigned in its entirety either to the wholesale or to the retail section, depending upon the basis on which the major proportion of the business is transacted. Thus a slight change in method of operation between the two Census periods may have been sufficient to cause the shifting of some business concerns from one phase of the Census reports to the other.

A marked decline from 1930 was recorded by retail lumber yards of which there were 473 with \$8,769,900 sales in 1941 and 717 with sales of \$13,473,100 in the earlier period. These figures relate only to retail places of business where manufacturing operations are not carried on. They do not include the business done by sawmills, planing mills or sash and door factories whose operations are included in the annual Census of Industry rather than in the Census of Merchandising Establishments.

Stores dealing chiefly in furniture, musical instruments or household appliances numbered 151 in 1941 with sales of \$2,454,300, a decline of 40 per cent from 1930. A moderate increase in business was recorded by the restaurant group. There were 489 establishments in this group in 1941 with sales of \$6,337,800, an increase of 14 per cent over the business transacted by 506 places of business in 1930.

Other important lines of business included drug stores of which there were 344 with sales of \$4,716,500 in 1941, 97 jewellery stores with \$1,225,900 sales, 109 tobacco stores with sales of \$1,019,300 and 173 government liquor stores with sales of \$10,465,100. There were 167 establishments classified as coal and wood yards or ice dealers and these had sales of \$2,980,400 in 1941. These figures for coal and wood yards relate only to retail places of business dealing chiefly in fuel. They do not include manufacturers, trucking firms or retail establishments which carry fuel as a side line to some other business.

#### Chain Stores

The proportion of the retail trade of Saskatchewan transacted by chains was slightly higher in 1941 than in 1930. There were 894 units of chain companies in the province in 1941 with sales of \$37,022,700 or 20.7 per cent of the total retail trade. In 1930 there were 1,232 chain units with \$35,386,200 sales, an amount which formed 18.7 per cent of the total trade for both chains and independents.



The chain figures shown in this report relate to all firms having four or more retail outlets with the exception of department stores and mail-order houses. All department stores and mail-order houses are classified for Census purposes as independents irrespective of the number of units operated by any one firm. The chain figures relate to corporate chains only; voluntary chains where the individual stores are owned independently but are grouped for buying or advertising purposes are classified as independents and not as chains.

Line lumber companies with four or more yards are included with the chains. There were 383 units of such chains in 1941 with sales of \$6,734,100, an amount which formed 76.8 per cent of the total business for all retail lumber yards. In 1930 the ratio of chain to total sales was 71.3 per cent. In the food retailing field figures for grocery and combination stores together show that chains transacted 36.3 per cent of the business in 1941 compared with 42.9 per cent in the earlier period.

#### Scope of Report

This report is one of a series presenting preliminary results of the Census of Merchandising and Service Establishments, 1941. This Census was taken by mail, the mailing list for the purpose having been prepared by the Population Census enumerators who were instructed to list the names and addresses of all business firms in their respective enumeration areas in June, 1941. Specially prepared schedules were mailed early in 1942 to all firms thus listed on which to report their business operations for the calendar year 1941 or the fiscal year conforming most closely with that period.

This report covers only the salient features of retail merchandising establishments and shows the number of stores, value of sales, annual payroll and year-end inventory for stores classified by kind of business. Figures are shown in detail for the province as a whole and for the cities of Regina and Saskatoon. Figures in lesser detail are shown for each census division and for each incorporated place of 1,000 population or over. The operations of those types of service establishments coming within the scope of the Census will be shown in a later report. A report on the wholesale trade will also be published. More detailed reports covering other phases of the retail trade are in course of preparation.

#### Supplementary Reports

The results summarized in the preceding sections relate to regular established places of retail business. In addition, reports were received from a large number of persons who either had no established place of business or else did not devote their full time to retail trading. The chief types of business covered by these supplementary reports include agents for men's or women's garments, fruit and vegetable peddlers, agents for spices and pharmaceuticals, farm implement agencies carried by farmers and agents for commercial fertilizers. There were 180 such persons from whom reports were received and their sales for 1941 totalled \$502,700.

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Table 1. SASKATCHEWAN--Retail Merchandise Trade, by Kinds of Business  
Comparison of Stores and Sales, 1930 and 1941, Payroll and Inventory, 1941

An (x) indicates that figures are withheld to avoid disclosing individual operations but these are included in the totals.  
An (n.o.) indicates that figures for 1930 and 1941 are not comparable due to differences in the scope of the Census for the two years.

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec 1941
	1930	1941	1930	1941	% Change		
TOTAL, ALL STORES .....	10,841	9,536	\$ 189,181,100	\$ 178,746,900	- 5.5	\$ 13,484,200	\$ 34,829,000
Total, Comparable Stores(1) .....	8,778	8,862	179,338,900	171,423,200	- 4.4	13,187,700	33,808,000
Food Group .....	2,046	2,014	25,877,700	24,663,300	- 4.7	1,316,700	2,227,000
Bakery products stores (2) .....	47	17	382,500	87,400		9,100	2,000
Candy and confectionery stores --							
Candy, nut stores .....	1	3	(x)	44,300		5,900	4,000
Confectionery stores .....	385	473	2,806,800	2,763,500		157,500	292,000
Dairy products dealers --							
Dairy products stores (3) .....	2	6	(x)	94,600		20,500	1,000
Eggs and poultry stores .....	-	7	-	49,500		3,200	-
Milk dealers (n.o.) (4) .....	192	2	482,400	(x)		(x)	-
Fruit and vegetable stores .....	31	16	354,900	349,700		29,900	27,000
Grocery stores (without fresh meat) .....	725	960	11,796,900	10,674,200	- 9.5	442,700	1,336,000
Combination stores (groceries and meats) .....	164	167	5,147,400	7,305,600	+ 41.9	438,300	433,000
Meat markets (including sea foods) --							
Meat markets .....	476	350	4,640,000	3,166,100	- 31.8	198,300	116,000
Fish markets .....	7	2	106,200	(x)		(x)	-
Other food stores --							
Caterers .....	-	1					
Coffee, tea and spice stores .....	2	-					
Delicatessen stores .....	1	1	132,800	47,100		2,000	9,000
Food stores with non-food departments .....	10	5					
Other food stores .....	-	4					
Country General Stores .....	1,608	1,899	36,298,300	29,053,500	- 20.0	1,157,500	9,019,000
General Merchandise Group .....	104	120	21,514,100	22,689,800	+ 5.5	2,850,400	4,927,000
Mail order offices .....	-	37					
Department stores .....	9	13	21,514,100	22,689,800	+ 5.5	2,850,400	4,927,000
General merchandise and dry goods stores .....	79	47					
Variety stores .....	16	23					
Automotive Group .....	1,382	1,490	27,048,700	34,826,800	+ 28.8	2,443,300	3,980,000
Motor vehicle dealers --							
Automobile dealers .....	277	219	15,098,100	15,656,400	+ 33.2	1,256,100	1,945,000
Automobile dealers with wholesale car departments .....		11		3,724,300		249,100	499,000
Automobile dealers with farm implements .....	136	146	3,392,000	5,226,900		264,700	596,000
Used car dealers .....	8	14	175,900	246,900		14,600	27,000
Accessory, tire and battery shops .....	35	52	445,000	533,300		56,600	132,000
Garages .....	534	292	3,909,600	2,454,200	- 37.2	223,100	244,000
Filling stations .....	391	754	4,004,200	6,950,100	+ 73.6	376,700	516,000
Other automotive establishments .....	1	2	23,900	34,700		2,400	18,000
Apparel Group .....	373	369	10,231,900	10,100,400	- 1.3	1,109,100	3,003,000
Men's and boys' clothing and furnishings stores --							
Men's clothing or clothing and furnishings stores .....	91	70	2,487,800	1,926,000		199,500	754,000
Men's furnishings stores .....	12	10	139,600	161,700	- 19.5	12,600	55,000
Men's hat stores .....	1	2	(x)	(x)		5,300	19,000
Custom tailors and made-to-measure clothing .....	78	56	422,200	328,400		39,300	82,000
Family clothing stores .....	38	51	3,959,800	4,277,600	+ 8.0	465,300	1,233,000
Women's apparel and accessories stores --							
Women's ready-to-wear stores .....	57	86	1,781,100	1,834,500		193,000	397,000
Hosiery, lingerie and accessories stores .....	4	11	54,800	156,600		13,000	29,000
Millinery stores .....	36	19	152,400	161,400	+ 8.6	23,600	22,000
Furriers--fur shops .....	9	12	279,100	291,300		66,500	70,000
Infants' and children's wear stores .....	2	3	(x)	(x)		1,500	4,000
Other women's apparel stores .....	2	15	1,900	26,700		1,300	7,000
Shoe Stores --							
Men's shoe stores .....	-	4	-	23,500		300	10,000
Women's shoe stores .....	4	-	190,600	-	- 5.3	-	-
Family shoe stores .....	39	30	713,400	832,200		87,900	314,000

(1) Excludes milk dealers, farm implement agents and grain elevators, figures for which are not comparable for the two years.

(2) Exclusive of manufacturing bakeries. In addition to the sales reported here, retail sales of manufacturing bakeries were reported at \$985,000 in 1941.

(3) Exclusive of manufacturing dairies. Retail sales of manufacturing dairies amounted to \$1,929,700 in 1941.

(4) Figures for 1930 include producer distributors of milk. Such distributors are not included in the 1941 Census.



Table 1. SASKATCHEWAN--Retail Merchandise Trade, by Kinds of Business--(Cont'd)

Comparison of Stores and Sales, 1930 and 1941, Payroll and Inventory, 1941

An (x) indicates that figures are withheld to avoid disclosing individual operations but these are included in the totals.  
An (n.c.) indicates that figures for 1930 and 1941 are not comparable due to differences in the scope of the Census for the two years.

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	1930	1941	% Change		
<b>Building Materials Group</b> .....	1,276	960	\$ 22,612,200	\$ 15,897,300	- 29.7	\$ 1,295,100	\$ 5,722,400
Hardware stores --							
Hardware stores .....	427	373	6,948,000	5,534,200	- 25.7	404,500	2,213,800
Hardware and farm implements .....	99	67	1,881,000	1,022,400		52,100	324,700
Lumber and building material dealers --							
Lumber and building materials .....	109	148	1,356,500	1,830,200	- 34.9	182,400	767,700
Lumber and building materials, coal and wood .....	608	325	12,116,600	6,939,700		587,800	2,267,200
Other building materials .....	3	1	57,300	7,000		-	2,100
Electrical supply stores .....	9	25	114,700	384,200		42,300	106,700
Heating and plumbing equipment dealers .....	14	10	54,000	87,200		9,100	13,700
Paint, glass and wallpaper stores .....	7	11	84,100	92,400		16,900	26,500
<b>Furniture--Household--Radio Group</b> .....	142	151	4,087,300	2,454,300	- 40.0	383,200	585,600
Furniture stores --							
Furniture stores .....	27	28	1,089,900	1,066,900		130,400	275,700
Furniture and undertaker .....	15	3	98,200	7,900		-	1,100
Household appliance or radio dealers --							
Household appliance stores .....	47	55	1,009,600	691,400		184,400	159,900
Household appliance stores with radios .....	11	15	380,600	454,700		47,500	80,300
Radio and music stores --							
Radio specialty stores .....	9	31	1,412,600	159,300		14,000	47,700
Radio and music stores .....	2	4					
Piano and music stores .....	20	6					
Other home furnishings and appliance stores --							
Antique shops .....	-	-	-	-		-	-
China, glassware, kitchenware .....	3	1	-	-		-	-
Floor coverings, curtains, interior decorations ..	1	3	96,400	74,100		6,900	20,900
Picture and picture framing stores .....	6	4					
Other home furnishings stores .....	1	1	-	-		-	-
<b>Restaurant Group</b> .....	506	489	5,551,900	6,337,800	+ 14.2	930,800	323,900
Restaurants, cafeterias and eating places .....		182		2,863,600		475,100	117,000
Eating places with other merchandise .....	506	292	5,551,900	3,430,700		451,500	205,100
Refreshment booths and stands .....		15		43,500		4,200	1,800
<b>Other Retail Stores</b> .....	3,333	1,945	35,507,600	32,207,900	- 9.3	1,943,900	4,918,200
Farm implement dealers (n.c.) (5) .....	1,133	666	7,531,600	7,052,800		281,100	933,200
Feed stores --							
Feed stores (flour, feed, grain and seed) .....	33	38	830,100	330,000		17,500	32,300
Farmers' supply stores .....	39	106	1,334,000	1,556,100		61,300	361,100
Grain elevators (retail feed and coal) (n.c.) (6) ..	738	6	1,828,200	231,600		12,100	87,600
Harness shops .....	93	15	289,600	43,200		1,800	25,400
Shoe and stationery stores .....	10	16	423,300	366,600		38,600	110,100
Coal and wood yards (ice dealers) --							
Coal and wood yards (including ice) .....	147	162	3,678,300	2,877,200	- 21.4	245,300	179,500
Ice dealers .....	8	5	115,800	103,200		45,700	4,600
Drug stores --							
Drug stores without soda fountain or lunches .....		282		3,586,100	- 5.4	280,500	1,359,600
Drug stores with soda fountain or lunches .....	374	62	4,988,000	1,130,400		109,400	283,400
Florists .....	15	16	297,000	253,700		37,900	22,400
Gift, novelty and souvenir shops .....	12	8	61,200	36,500		8,500	10,200
Camera and photographic supply stores .....	5	2	106,200	(x)		(x)	(x)
Jewellery stores .....	108	97	1,103,300	1,225,900	+ 11.4	148,100	578,300
Baggage and leather goods stores .....	3	5	20,000	43,700		4,900	24,100
Musical instrument stores -- (without radios or pianos) .....	3	1	72,600	(x)		(x)	(x)
Newsdealers .....	14	19	138,800	133,000		10,600	23,500
Newsdealers and smallwares .....	9	3	106,700	6,300		-	2,700
Office, stores and school furniture equipment supplies							
Office, store and school furniture equipment and supplies .....	11	6	547,700	238,300		30,000	50,600
Office and store appliance dealers .....	19	8	408,700	230,500		51,800	50,700
Opticians and optometrists .....	19	35	107,400	401,200		35,200	57,400
Porting goods stores --							
Bicycle specialty shops .....	-	5	-	77,000		8,000	14,900
Other specialty shops .....	-	-	-	-		-	-
Sporting goods stores .....	6	7	92,700	48,300		5,400	13,200
Scientific and medical instruments .....	-	3	-	27,800		600	11,300
Tobacco stores and stands .....	89	109	945,900	1,019,300	+ 7.8	60,600	109,000
Government liquor stores .....	224	173	9,226,800	10,465,100	+ 13.4	377,600	329,100
Unclassified kinds of business .....	221	90	1,253,700	648,000		55,000	228,600
<b>Second-hand Group</b> .....	71	99	451,400	515,800	+ 14.3	54,200	121,100

( ) Figures for 1930 include farmer agents. Figures for 1941 include only agents having established places of business.  
( ) Figures for 1930 include the retail business in flour, feed or coal transacted by line elevators. Such retail business is not included in the regular retail tables for 1941. Retail sales of line elevators amounted to \$2,121,991 in 1941.



Table 2. SASKATCHEWAN--Retail Merchandise Trade, by Types of Operation

Comparison of Stores and Sales for 1930 and 1941

Kind of Business and Type of Operation	Number of Stores		Total Sales		Per cent of Sales	
	1930	1941	1930	1941	1930	1941
			\$	\$		
SASKATCHEWAN TOTAL, ALL STORES .....	10,841	9,536	189,181,100	178,746,900	100.0	100.0
Independent stores .....	9,609	8,942	153,794,900	141,724,200	81.3	79.3
Chain Stores .....	1,232	894	35,386,200	37,022,700	18.7	20.7
Grocery and Combination Stores .....	889	1,127	16,944,300	17,979,800	100.0	100.0
Independent stores .....	728	1,030	9,674,200	11,457,000	57.1	63.7
Chain stores .....	161	97	7,270,100	6,522,800	42.9	36.3
Country General Stores .....	1,608	1,899	36,298,300	29,053,500	100.0	100.0
Independent stores .....	1,593	1,870	35,802,300	28,382,200	98.6	97.7
Chain stores .....	15	29	496,000	671,300	1.4	2.3
Lumber and Building Materials Dealers .....	717	473	13,473,100	8,769,900	100.0	100.0
Independent stores .....	95	90	3,872,900	2,035,800	28.7	23.2
Chain stores .....	622	383	9,600,200	6,734,100	71.3	76.8
REGINA TOTAL, ALL STORES (1) .....	569	568	33,105,600	37,893,200	100.0	100.0
Independent Stores .....	485	492	26,659,300	28,018,900	80.5	73.9
Chain Stores .....	84	76	6,446,300	9,874,300	19.5	26.1
SASKATOON TOTAL, ALL STORES (1) .....	546	546	25,364,200	21,085,500	100.0	100.0
Independent Stores .....	480	490	19,566,200	14,752,500	77.1	70.0
Chain Stores .....	66	56	5,798,000	6,333,000	22.9	30.0

(1) Also included in provincial totals.



Table 3. SASKATCHEWAN--Summary of Retail Merchandise Trade, by Census Divisions and Incorporated Places of 1,000 Population or Over

Comparison of Stores and Sales for 1930 and 1941

Census Division and Locality	Population		Number of Stores		Net Sales		
	1931	1941	1930	1941	1930	1941	Per cent Change
TOTAL, SASKATCHEWAN .....	921,785	895,992	10,841	9,536	\$ 189,181,100	\$ 178,746,900	- 5.5
Division No. 1 .....	41,544	34,171	497	377	6,390,500	5,004,400	- 21.7
Estevan .....	2,936	2,774	69	56	1,815,600	1,594,700	- 12.2
Division No. 2 .....	42,831	36,140	585	424	7,085,000	5,846,000	- 17.5
Weyburn .....	5,002	6,179	76	62	2,103,900	2,545,200	+ 21.0
Division No. 3 .....	46,881	38,648	719	477	6,851,000	5,715,200	- 16.6
Assiniboia .....	1,454	1,349	54	41	890,700	1,026,100	+ 15.2
Gravelbourg .....	1,137	1,666	48	25	487,400	408,600	- 16.2
Division No. 4 .....	28,126	22,300	371	284	5,909,300	4,752,700	- 19.6
Maple Creek .....	1,154	1,085	34	29	917,100	1,239,400	+ 35.1
Shaunavon .....	1,761	1,603	52	48	1,664,400	1,418,000	- 14.8
Division No. 5 .....	53,948	51,022	595	508	7,103,000	6,834,400	- 3.8
Melville .....	3,891	4,011	64	65	1,175,300	1,358,600	+ 15.6
Moosomin .....	1,119	1,096	26	22	588,100	559,900	- 4.8
Division No. 6 .....	109,906	108,816	1,193	1,130	39,145,200	43,111,600	+ 10.1
Indian Head .....	1,438	1,395	38	36	554,100	489,900	- 11.6
Regina .....	53,209	58,245	569	568	33,105,600	37,893,200	+ 14.5
Division No. 7 .....	63,230	53,852	790	588	14,625,000	13,960,400	- 4.5
Moose Jaw .....	21,299	20,753	308	256	9,688,400	11,100,900	+ 14.6
Division No. 8 .....	49,361	42,845	677	506	11,509,100	9,768,200	- 15.1
Swift Current .....	5,296	5,594	110	78	3,569,300	3,900,200	+ 9.3
Division No. 9 .....	60,539	62,334	511	643	6,546,600	8,514,800	+ 30.1
Cenora .....	1,179	1,200	44	41	602,900	681,900	+ 13.1
Kamsack .....	2,087	1,792	45	53	733,000	845,200	+ 15.3
Yorkton .....	5,027	5,577	87	90	2,312,700	3,700,300	+ 60.0
Division No. 10 .....	41,890	43,207	415	374	4,374,800	4,113,900	- 6.0
Wynyard .....	1,042	1,080	28	25	540,800	504,900	- 6.7
Division No. 11 .....	87,976	80,012	1,130	993	32,201,800	25,619,000	- 20.4
Saskatoon .....	43,291	43,027	546	546	25,364,200	21,085,500	- 16.9
Watrous .....	1,303	1,138	37	29	734,500	568,500	- 22.6
Division No. 12 .....	40,612	34,673	508	394	6,913,600	5,745,800	- 16.9
Battleford .....	1,096	1,317	22	21	429,100	324,700	- 24.3
Biggar .....	2,369	1,930	45	37	1,167,300	1,028,300	- 11.9
Rosetown .....	1,553	1,470	45	37	1,491,300	1,524,600	+ 2.2
Division No. 13 .....	42,632	36,346	694	447	9,178,900	5,824,500	- 36.5
Wilkie .....	1,222	1,232	35	33	958,600	523,700	- 45.4
Division No. 14 .....	46,222	65,166	504	627	6,282,000	8,136,500	+ 29.5
Melfort .....	1,809	2,005	61	48	1,649,300	1,604,500	- 2.7
Nipawin .....		1,334		46		768,600	
Tisdale .....	1,069	1,237	35	35	695,000	918,600	+ 32.2
Division No. 15 .....	83,703	89,036	814	817	13,306,800	13,629,200	+ 2.4
Humboldt .....	1,899	1,767	53	48	1,295,700	1,255,300	- 3.1
Prince Albert .....	9,905	12,608	136	161	5,165,200	6,800,400	+ 31.7
Rosthern .....	1,412	1,149	35	31	587,100	440,200	- 25.0
Division No. 16 .....	48,613	53,212	529	509	7,495,700	6,935,700	- 7.5
North Battleford .....	5,986	4,745	104	96	3,257,200	3,337,800	+ 2.5
Division No. 17 .....	27,315	33,173	293	362	3,992,600	4,281,900	+ 7.2
Lloydminster (1) .....	1,516	1,624	45	51	1,086,700	1,007,900	- 7.3
Division No. 18 .....	6,456	11,039	16	76	270,200	952,700	+252.6

(1) Includes Alberta part of Lloydminster (which part is not included in Division or provincial total)



Table 4. SASKATCHEWAN--Retail Merchandise Trade by Census Divisions  
and Incorporated Places of 1,000 Population and Over, 1941

Number of Stores and Value of Sales, by Kind of Business Groups and for Selected Kinds of Business

(Sales shown in thousands of dollars)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Census Division and Locality	KIND-OF-BUSINESS GROUPS													
	All Stores TOTAL		Food Group		Country General Stores		General Merchandise Group		Automotive Group		Apparel Group		Building Materials Group	
	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
1. TOTAL, SASKATCHEWAN	9,536	170,747	2,014	24,663	1,899	29,054	120	22,690	1,490	34,827	369	10,100	960	15,897
2. Division No. 1 .....	377	5,004	67	680	91	1,394	6	168	66	1,084	8	177	47	619
3. Estevan .....	56	1,595	11	286	-	-	6	168	7	424	5	(x)	5	177
4. Remainder of division	321	3,410	56	395	91	1,394	-	-	59	660	3	(x)	42	442
5. Division No. 2 .....	424	5,846	64	706	94	1,201	5	276	75	1,168	9	180	54	688
6. Weyburn .....	62	2,545	12	357	-	-	3	(x)	9	574	4	172	5	191
7. Remainder of division	362	3,301	52	349	94	1,201	2	(x)	66	594	5	8	49	498
8. Division No. 3 .....	477	5,715	74	609	119	1,787	4	28	89	1,453	15	60	52	640
9. Assiniboia .....	41	1,026	5	103	3	169	2	(x)	10	(x)	3	(x)	6	(x)
10. Gravelbourg .....	25	409	4	86	3	46	2	(x)	1	(x)	2	(x)	2	(x)
11. Remainder of division	411	4,281	65	420	113	1,572	-	-	78	(x)	10	(x)	44	(x)
12. Division No. 4 .....	284	4,753	51	420	55	1,027	1	(x)	56	1,343	11	92	34	475
13. Maple Creek .....	29	1,239	4	74	5	(x)	-	-	5	205	2	(x)	2	(x)
14. Shaunavon .....	43	1,418	5	150	1	(x)	1	(x)	6	570	7	(x)	7	(x)
15. Remainder of division	207	2,095	42	196	49	(x)	-	-	45	569	2	(x)	25	329
16. Division No. 5 .....	508	6,834	107	824	91	2,078	13	452	83	1,423	11	47	62	766
17. Melville .....	65	1,359	13	183	-	-	10	444	5	259	3	(x)	5	126
18. Moosewain .....	22	560	3	69	1	(x)	-	-	5	184	2	(x)	3	36
19. Remainder of division	421	4,916	91	573	90	(x)	3	9	73	980	6	(x)	54	604
20. Division No. 6 .....	1,130	43,112	305	5,825	116	2,000	11	12,515	159	7,856	67	4,304	88	2,006
21. Indian Head .....	36	490	7	122	2	(x)	1	(x)	7	109	2	(x)	6	58
22. Regina .....	568	37,893	187	5,050	-	-	7	12,512	54	6,888	62	4,277	23	1,431
23. Remainder of division	526	4,729	111	653	114	(x)	3	(x)	98	860	3	(x)	59	517
24. Division No. 7 .....	588	13,960	138	2,311	91	1,196	5	1,764	102	2,637	30	1,025	52	1,176
25. Moose Jaw .....	256	11,101	88	2,008	-	-	5	1,764	35	2,106	24	1,012	13	(x)
26. Remainder of division	332	2,860	50	302	91	1,196	-	-	67	551	6	13	39	(x)
27. Division No. 8 .....	506	9,768	95	1,079	86	1,609	7	898	92	2,437	12	207	62	1,115
28. Swift Current .....	78	3,900	10	398	-	-	6	(x)	14	954	4	(x)	4	167
29. Remainder of division	428	5,868	85	680	86	1,609	1	(x)	78	1,503	8	(x)	58	948
30. Division No. 9 .....	643	8,515	156	1,259	161	19,010	12	591	82	1,414	21	352	58	784
31. Canora .....	41	682	8	102	4	114	1	(x)	9	217	2	(x)	4	59
32. Kamsack .....	53	845	12	129	5	152	1	(x)	5	186	4	(x)	6	97
33. Yorkton .....	90	3,700	19	540	-	-	10	(x)	15	642	9	(x)	7	327
34. Remainder of division	459	3,287	117	488	152	1,635	-	-	53	369	6	(x)	41	302
35. Division No. 10 .....	374	4,114	76	444	106	1,727	1	(x)	58	708	6	49	41	539
36. Wynyard .....	25	505	4	61	5	167	-	-	4	55	3	21	3	78
37. Remainder of division	349	3,609	72	383	101	1,560	1	(x)	54	653	3	28	38	461
38. Division No. 11 .....	993	25,619	242	4,581	76	1,165	18	3,921	149	4,223	87	2,302	80	2,118
39. Saskatoon .....	546	21,086	151	3,822	-	-	13	3,884	58	3,087	80	2,253	26	1,485
40. Watrous .....	29	569	4	100	2	(x)	1	(x)	7	211	3	35	5	65
41. Remainder of division	418	3,965	87	659	74	(x)	4	(x)	84	925	4	13	49	567
42. Division No. 12 .....	394	5,746	67	817	85	1,320	5	106	67	1,263	13	173	54	817
43. Battleford .....	21	325	5	40	2	(x)	1	(x)	3	38	1	(x)	2	(x)
44. Biggar .....	37	1,028	5	229	1	(x)	3	(x)	4	214	5	104	4	(x)
45. Rosetown .....	37	1,525	4	269	2	(x)	1	(x)	8	332	3	57	4	214
46. Remainder of division	299	2,868	53	280	80	1,019	-	-	52	629	4	(x)	44	461
47. Division No. 13 .....	447	5,825	84	780	93	1,469	1	(x)	70	1,348	9	54	59	888
48. Wilkie .....	33	524	3	57	3	156	-	-	4	40	3	6	4	50
49. Remainder of division	414	5,301	81	723	90	1,313	1	(x)	66	1,308	6	48	55	839
50. Division No. 14 .....	627	8,137	124	975	172	2,469	12	306	101	2,050	12	98	58	792
51. Melfort .....	48	1,605	6	234	-	-	5	230	7	522	2	(x)	3	81
52. Wipawin .....	46	769	11	102	4	(x)	4	62	6	206	3	17	3	73
53. Tisdale .....	35	919	4	99	2	(x)	1	(x)	6	334	3	26	4	89
54. Remainder of division	498	4,845	103	540	166	2,146	2	(x)	82	989	4	(x)	48	549
55. Division No. 15 .....	817	13,629	178	1,829	187	2,728	13	1,083	109	2,460	31	610	81	1,429
56. Humboldt .....	48	1,255	5	140	3	177	4	167	8	395	2	(x)	6	121
57. Prince Albert .....	161	6,800	43	1,047	-	-	9	915	19	1,443	21	581	8	613
58. Rothenburg .....	31	440	6	78	3	134	-	-	5	64	1	(x)	4	58
59. Remainder of division	577	5,133	124	565	181	2,416	-	-	77	558	7	(x)	63	638
60. Division No. 16 .....	509	6,936	112	1,053	137	1,709	5	424	68	1,083	16	262	51	766
61. North Battleford .....	96	3,338	20	562	-	-	5	424	14	612	11	240	6	310
62. Remainder of division	413	3,598	92	491	137	1,709	-	-	54	471	5	22	45	456
63. Division No. 17 .....	362	4,282	65	432	110	1,966	-	-	57	807	10	106	27	280
64. Lloydminster (1) .....	51	1,008	10	220	1	(x)	1	(x)	7	185	7	89	3	75
65. Remainder of division	332	3,694	60	300	109	(x)	-	-	52	685	6	49	25	250
66. Division No. 18 .....	76	953	9	39	29	308	1	(x)	7	30	1	(x)	-	-

(1) Includes Alberta part of Lloydminster (which part is not included in Division or provincial total)



Table 4. SASKATCHEWAN--Retail Merchandise Trade by Census Divisions  
and Incorporated Places of 1,000 Population and Over, 1941

Number of Stores and Value of Sales, by Kind of Business Groups and for Selected Kinds of Business

(Sales shown in thousands of dollars)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

INDIVIDUAL KINDS OF BUSINESS (Included also in Group Totals)																
Furniture Household-Radio Group		Restaurant Group		Other Retail Stores Group		Grocery and Combination Stores		Motor Vehicle Dealers		Filling Stations		Garages		Drug Stores		
Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	
151	2,454	489	6,338	2,044	3,272	1,127	17,980	390	24,855	754	6,950	292	2,454	344	4,717	1.
3	8	17	176	72	698	32	454	19	722	30	254	15	100	16	172	2.
1	(x)	6	102	15	285	7	220	4	358	2	(x)	1	(x)	2	(x)	3.
2	(x)	11	73	57	413	25	234	15	364	28	(x)	14	(x)	14	(x)	4.
6	13	10	129	107	1,485	36	522	18	837	40	241	12	82	14	151	5.
3	(x)	3	67	23	905	7	297	4	522	4	49	-	-	4	65	6.
3	(x)	7	62	84	580	29	225	14	315	36	192	12	82	10	87	7.
5	3	21	157	98	978	37	432	31	967	38	354	16	100	17	104	8.
1	(x)	3	39	8	212	3	78	4	268	4	(x)	-	-	1	(x)	9.
1	(x)	3	43	7	108	3	80	-	-	1	(x)	-	-	2	(x)	10.
3	(x)	15	75	83	657	31	273	27	699	33	239	16	100	14	69	11.
3	(x)	18	186	55	1,182	29	275	18	1,076	21	153	12	90	9	130	12.
-	-	3	65	8	618	2	(x)	2	(x)	3	(x)	-	-	2	(x)	13.
1	(x)	4	69	16	387	2	(x)	3	(x)	1	(x)	-	-	2	(x)	14.
2	(x)	11	52	31	178	25	136	13	374	17	103	12	90	5	34	15.
10	52	24	221	107	97	50	459	24	935	38	321	20	158	19	194	16.
7	47	7	(x)	15	229	5	(x)	3	199	1	(x)	1	(x)	2	(x)	17.
-	-	1	(x)	7	79	2	(x)	3	176	2	(x)	-	-	2	(x)	18.
3	6	16	140	85	662	43	312	18	559	35	292	19	(x)	16	128	19.
18	455	86	1,322	280	6,829	177	4,452	26	5,962	93	1,179	32	422	44	844	20.
1	(x)	3	16	7	75	3	83	3	64	2	(x)	2	(x)	1	(x)	21.
13	436	68	1,242	154	6,058	121	3,983	10	5,687	29	658	9	252	27	702	22.
4	(x)	15	64	119	697	53	386	13	211	62	(x)	21	(x)	16	(x)	23.
11	293	28	625	131	2,914	75	1,752	20	1,852	58	597	23	191	19	327	24.
9	(x)	22	600	60	2,470	46	1,566	7	1,644	22	385	5	60	7	257	25.
2	(x)	6	25	71	444	29	186	13	207	36	212	18	131	12	70	26.
10	142	25	404	117	1,858	56	681	38	1,944	34	320	16	172	16	261	27.
6	114	9	260	25	981	5	246	5	754	6	106	3	95	4	123	28.
4	23	16	145	92	877	51	435	33	1,191	28	215	13	77	12	138	29.
6	110	29	497	118	1,607	102	974	20	880	38	341	16	130	15	205	30.
-	-	4	62	9	103	5	79	4	150	2	(x)	3	(x)	2	(x)	31.
1	(x)	5	58	14	141	6	81	3	164	-	-	2	(x)	2	(x)	32.
4	(x)	7	325	19	951	15	489	4	433	7	(x)	-	-	4	(x)	33.
1	(x)	13	52	76	412	76	325	9	133	29	(x)	11	67	7	43	34.
2	(x)	12	150	72	483	44	231	9	(x)	36	192	12	69	14	119	35.
-	-	2	(x)	4	80	1	(x)	1	(x)	1	(x)	2	(x)	1	(x)	36.
2	(x)	10	(x)	68	403	43	(x)	8	(x)	35	(x)	10	(x)	13	(x)	37.
32	771	66	979	243	5,560	137	3,453	32	2,829	89	1,023	22	325	46	890	38.
26	760	47	857	145	4,938	92	2,909	7	2,172	38	623	10	248	29	770	39.
1	(x)	1	(x)	5	56	4	100	3	132	4	79	-	-	-	-	40.
5	(x)	18	(x)	93	567	41	445	22	526	47	321	12	77	17	120	41.
6	62	17	167	80	1,022	36	656	24	890	35	321	7	44	13	182	42.
-	-	1	(x)	6	60	1	(x)	-	-	3	38	-	-	1	(x)	43.
2	(x)	2	(x)	11	199	3	(x)	2	(x)	2	(x)	-	-	2	(x)	44.
3	16	3	82	9	358	3	(x)	5	(x)	2	(x)	1	(x)	2	(x)	45.
1	(x)	11	62	54	405	29	184	17	418	28	178	6	(x)	8	58	46.
9	(x)	20	163	102	1,084	43	523	30	1,090	22	152	17	101	16	130	47.
2	(x)	2	(x)	12	158	1	(x)	-	-	2	(x)	2	(x)	2	(x)	48.
7	(x)	18	(x)	90	926	42	(x)	30	1,090	20	(x)	15	(x)	14	(x)	49.
8	37	42	309	98	1,100	66	617	26	1,521	50	363	24	164	25	279	50.
2	(x)	7	101	16	374	5	(x)	4	505	1	(x)	2	(x)	2	(x)	51.
-	-	6	55	9	119	7	82	4	181	1	(x)	1	(x)	3	(x)	52.
1	(x)	5	630	9	105	2	(x)	3	286	2	(x)	1	(x)	2	(x)	53.
5	9	24	91	64	503	52	255	15	548	46	311	20	126	18	147	54.
12	355	32	409	174	2,728	106	1,413	29	1,783	53	504	24	160	24	378	55.
1	(x)	4	(x)	15	200	3	(x)	5	(x)	2	(x)	1	(x)	3	56	56.
7	346	13	299	41	1,557	32	915	7	1,144	9	241	2	(x)	6	212	57.
1	(x)	1	(x)	10	90	2	(x)	1	(x)	2	(x)	2	(x)	2	(x)	58.
3	(x)	14	62	108	882	69	342	16	253	40	195	19	105	13	88	59.
5	111	18	308	97	1,220	62	791	15	709	40	296	11	72	19	100	60.
3	(x)	12	(x)	25	819	12	460	4	489	8	117	1	(x)	5	87	61.
2	(x)	6	(x)	72	402	50	331	11	220	32	179	10	(x)	14	93	62.
5	12	21	133	67	546	33	261	10	409	36	321	10	63	16	159	63.
2	(x)	4	68	16	315	5	156	4	169	2	(x)	1	(x)	3	70	64.
5	(x)	13	85	57	400	29	131	8	303	34	(x)	9	(x)	13	90	65.
-	-	3	5	26	460	6	34	1	(x)	3	14	3	13	1	(x)	66.



Table 5. REGINA--Retail Merchandise Trade, by Kinds of Business

Comparison of Stores and Sales, 1930 and 1941, Payroll and Inventory, 1941

Group totals may include figures for classifications for which separate figures are not shown.

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory, Dec. 31 1941
	1930	1941	1930	1941	% Change		
TOTAL, ALL STORES .....	569	568	\$ 33,105,600	\$ 37,893,200	+ 14.5	\$ 3,989,800	\$ 6,023,90
Food Group .....	197	187	4,442,400	5,050,000	+ 13.7	336,400	315,90
Candy and confectionery stores .....	20	33	315,400	465,600		36,800	31,20
Fruit and vegetable stores .....	14	6	118,100	47,900		2,500	4,80
Grocery stores (without fresh meat) .....	93	95	2,117,700	1,941,700	- 8.3	84,400	157,90
Combination stores (groceries and meats) .....	26	26	883,100	2,041,400	+131.2	142,200	106,70
Meat markets (including sea foods) .....	30	21	787,300	473,600	-	52,800	10,10
General Merchandise Group .....	10	7	10,572,400	12,511,800	+ 18.3	1,635,500	2,765,00
Automotive Group .....	59	54	3,899,400	6,888,000	+ 76.6	559,300	789,70
Motor vehicle dealers .....	11	10	2,625,500	5,687,400	+116.6	423,800	675,00
Garages .....	17	9	532,700	251,900		38,800	15,00
Filling stations .....	27	29	705,300	658,300		65,700	18,50
Apparel Group .....	61	62	3,827,000	4,277,400	+ 11.8	498,300	1,059,10
Men's and boys' clothing and furnishings stores .....	25	21	806,600	899,400	+ 11.5	113,000	326,40
Family clothing stores .....	5	3	1,732,500	1,983,600	+ 14.5	224,300	403,00
Women's apparel and accessories stores .....	24	30	969,100	2,064,200	+113.0	132,400	215,70
Shoe stores .....	7	8	318,800	326,200	+ 2.3	-	114,00
Building Materials Group .....	27	23	1,856,100	1,431,000	- 22.9	122,400	238,00
Hardware stores .....	8	8	249,700	252,100		32,000	72,20
Lumber and building material dealers .....	10	8	1,400,900	1,034,200		75,500	135,20
Furniture--Household--Radio Group .....	22	13	1,161,800	435,900	- 62.5	83,700	97,70
Restaurant Group .....	39	68	1,044,700	1,241,600	+ 18.8	288,200	34,80
Other Retail Stores .....	143	140	6,189,900	5,888,800	- 4.9	506,200	700,00
Drug stores .....	30	27	774,800	701,600	- 9.4	79,200	153,60
Jewelry stores .....	13	13	281,900	331,900	+ 17.7	53,800	143,30
Tobacco stores and stands .....	8	12	205,500	243,200	+ 16.1	18,000	21,90
Second-Hand Group .....	11	14	111,900	168,700	+ 50.8	19,800	23,70



Table 6. SASKATOON--Retail Merchandise Trade, by Kinds of Business

Comparison of Stores and Sales, 1930 and 1941, Payroll and Inventory, 1941

Group totals may include figures for classifications for which separate figures are not shown

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	1930	1941	% Change		
TOTAL, ALL STORES .....	546	546	\$ 25,364,200	\$ 21,085,500	- 16.9	\$ 2,198,900	\$ 3,067,100
Food Group .....	166	151	3,797,400	3,822,100	+ 0.7	261,300	234,500
Bakery and confectionery stores .....	22	23	302,100	260,800		27,500	14,600
Meat stores (without fresh meat) .....	84	71	1,775,300	1,096,600	- 38.2	47,300	96,500
Variety stores (groceries and meats) .....	20	21	983,900	1,812,400	+ 84.2	27,500	95,100
Fruit and vegetable markets (including sea foods) .....	27	23	491,900	314,100	- 36.1	24,700	8,700
General Merchandise Group .....	16	13	5,529,100	3,884,200	- 29.7	494,300	647,100
Automotive Group .....	67	58	3,488,600	3,086,800	- 11.5	306,600	340,500
Motor vehicle dealers .....	13	7	2,326,600	2,171,500	- 6.7	215,700	284,200
Garages .....	15	10	258,700	248,400	- 4.0	32,800	14,400
Automobile washing stations .....	30	38	680,300	623,200	- 8.4	52,400	19,300
Apparel Group .....	58	80	2,353,900	2,253,400	- 4.3	301,600	683,900
Men's and boys' clothing and furnishings stores .....	26	26	750,600	637,800	- 15.0	85,100	204,900
Women's clothing stores .....	3	6	631,800	530,000	- 16.1	72,100	234,900
Men's apparel and accessories stores .....	19	40	679,800	830,500	+ 22.2	111,900	153,900
Hosiery stores .....	10	8	291,700	255,100	- 12.5	32,500	90,200
Building Materials Group .....	25	26	2,111,400	1,485,300	- 29.7	183,200	291,500
Hardware stores .....	11	7	535,300	403,400	- 24.6	44,700	110,500
Lumber and building material dealers .....	11	11	1,567,200	909,400		104,200	144,100
Furniture--Household--Radio Group .....	24	26	1,403,900	759,600	- 45.9	110,300	153,500
Restaurant Group .....	51	47	1,224,700	856,600	- 30.1	175,100	28,600
Other Retail Stores .....	121	128	5,315,400	4,839,000	- 9.0	352,200	650,500
Furniture and wood yards .....	16	20	724,700	506,800	- 30.1	66,100	29,100
Jewelry stores .....	22	29	670,500	769,900	+ 14.8	82,500	186,600
Hosiery stores .....	11	10	240,300	273,700	+ 13.9	38,200	151,300
Shoe stores and stands .....	16	19	253,000	208,200	- 17.7	10,800	19,600
Second-Hand Group .....	18	17	139,800	98,500	- 29.5	14,300	37,000











